



Why Not Now?

SEND IN YOUR

SALT

Order and so secure prompt shipment.

VERRET, STEWART & CO.
LIMITED

SALT SELLERS
MONTREAL

Your Customers

look to you for ideas for dessert, especially when apples are scarce.

Have you suggested pies made from

**WETHEY'S
MINCE MEAT?**

(IN SANITARY CARTONS)

You have them. If not, get some quickly from your jobber and **PUSH IT, IT WILL PAY YOU.**

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO

The Canadian Grocer in the last month made a net circulation gain of 134: : :

Do you realize what that means?

One hundred and thirty-four more good merchants reading this paper in June than in May.

To be conservative in the extreme, let us estimate the average annual purchases of these merchants at \$10,000.

In only an odd case would the figure be so low as that, and in many instances it would run as high as \$25,000 to \$30,000.

One hundred and thirty-four new readers buying annually \$10,000 worth of goods means an increased annual buying power behind this paper of \$1,340,000 every month.

And that is equivalent to \$16,080,000 per year.

Increase, remember!

Now these merchants do not subscribe to The Grocer for any other reason than that it helps them in their business—helps them to make more money.

That insures for our advertisers a *quality of interest* they can secure in no other way.

Just think over the fact that an advertiser in this paper influences an annual buying power of fully \$200,000,000, and that he can do it through a *full-page space every week* for about the same price paid an ordinary clerk in his office.